

## Trade Shows Become Specialized Events

By REYNOLDS KNIGHT  
The "age of specialization" is beginning to make its presence felt in the industrial trade show field.

Trade shows, which boomed into prominence shortly after World War II, are used by almost every industry — from the largest to the smallest — to promote its wares. While most shows are chronically oversubscribed, some show coordinators are concerned that increasing exhibition costs — or the excessive commercialism of some displays — may repel future exhibitors if allowed to continue.

To counter these threats, several trade shows have "specialized" their exhibitions. They've instituted stringent regulations to govern participation, have devised programs to explain the objectives of the show to potential exhibitors, and have organized shows for specific segments of a particular industry. These moves, showmen feel, will reduce the number of inappropriate displays and attract specific audiences to specific shows, thereby increasing the sales potential of an exhibitor's display.

**FEATHERBED SHAKE-UP**—The recently published recommendations of a Presidential Commission that spent more than a year studying featherbedding on railroads met with mixed reactions in the rail industry. Although the recommendations are not binding on either labor or management, they are expected to become a point of departure in the rail labor negotiations soon to begin in Chicago.

Chief among the recommendations were the gradual elimination of unnecessary firemen from freight and yard diesel locomotives, changes in the antiquated hourly-mileage pay basis, and an easing of crew consist rules. In addition, the commission report recommended more freedom for rail management to consolidate operating divisions — many of which were established in their present form in the days when trains took a full day to go 100 miles.

**RAIL MANAGEMENT**, seeing in the recommendations a chance to institute some long-desired changes, promptly endorsed them; labor, on the other hand, resisted — despite the fact that the commission's recommendations would increase earnings for three out of four employees who operate trains.

Another problem facing the upcoming negotiations is the little-known fact that 16 states currently have laws which establish the size of train crews; until these laws are changed, little progress can be made in the elimination of railroad featherbedding. Because of the precedent which may be set, however, it is expected that other industries saddled with make-work rules will be watching the rail bargaining sessions closely.

**WRITING REVOLUTION** — Today's writing instruments may within a few years be as outmoded as the "eye dropper" fountain pen of a half-century ago, an industry leader said recently.

Addressing a national meeting of Sheaffer Pen Co.'s retail sales division representatives, marketing vice president John D. Sheaffer said "basic improvement in both design

and function" of pens is the industry's number one objective at this time.

**"I'M NOT** forecasting anything so exotic as an automatic or solar-powered pen, but it's very possible we'll soon see innovations more exciting than last decade's introduction of the ballpoint pen and cartridge fountain pen," he said. His own firm, he added, is putting more emphasis on writing instrument research now than at any previous time in its 40-year history.

Sheaffer anticipates combined production of fountain pens, ballpoints, and mechanical pencils for 1961, when announced, will total a record 950 million units, with an estimated value at factory prices in excess of \$175 million. The best previous year, 1960, saw 870 million units produced, with factory-price total value of \$135 million.

**THINGS TO COME** — Snap-on bricks for do-it-yourselfers are on the market; mortar is squeezed like toothpaste between the bricks to give finished appearance. . . . A transistorized car and truck radio with a 5-inch speaker has been developed; the manufacturer claims the radio can be used in any vehicle with a 12-volt electric system. . . . A new cake mix on the market claims to be the first with "liquid shortening" included; the shortening, the maker says, is a polyunsaturated vegetable oil.

**SOUPED-UP COMPACTS** — Horsepower under the hood is in line for greater promotion by auto manufacturers. Since 1957, when auto makers voluntarily agreed to a band speed and horsepower promotions for new cars, auto advertisements have avoided mention of power; for the past few years, many autos actually were built with less horsepower than their predecessors. Now the accent on power is returning. Most autos — including compacts — are being built with more power and higher speed capabilities, and advertising will soon start stressing these points. The reason, according to industry sources, is the irresistible lure of power to the consumer.

**BITS O' BUSINESS** — Foreign travel by American tourists will triple by 1975, from 1.1 per cent to 3.4 per cent of the total population, according to an aircraft industry research study announced last week. . . . Paperboard orders — which generally signal an economic turn — were up 14 per cent over a year ago to a new record high, an industry report last week noted. . . . Auto dealers reported sales of 455,300 U.S.-made cars last month — up 26 per cent from February, 1961.

### My Neighbors



### Garden Checklist

1. Summer blooming bulbs such as tigridias and cannas may still be planted.
2. Plant subtropical fruits and plants as soon as frost danger has passed.
3. Many azaleas may be found in full bloom at nurseries. The deciduous mollis azaleas may also be bought and planted at bloom time.
4. Daylilies may be set out now for summer bloom.
5. Start thinking about potted shrubs and trees for your outdoor living area. Tubed marguerites make colorful companions when grown with this in mind.

(Pollster Advertisement)

**Elect VERNON COIL CITY CLERK**

## PLASTIC CLOTHESLINE

- White plastic, wire reinforced rayon core.
- 50-Foot length.
- Wipes clean with damp cloth.

**33¢** each

## FLORAL PATIO PILLOWS

choice of round or square designs  
Attractive floral patterns  
Washable plastic

**59¢** Sale price

U.S.D.A.  
"CHOICE"  
ONLY

## CHUCK ROASTS

**49¢** lb.



THE BEST WAY TO TREAT YOUR FAMILY EVERY NIGHT — SERVE THE BEST MEATS YOU CAN BUY

## 7-BONE ROASTS

BONELESS—AN EXCELLENT MEAT FOR THOSE EXTRA SPECIAL—EXCELLENT DINNERS YOU LOVE

## CROSS RIB ROASTS

**55¢** lb.

**79¢** lb.

U.S.D.A. "CHOICE" ONLY—CENTER CUT—3RD, 4TH, 5TH RIBS, A TRUE DINNER DELIGHT

## STANDING RIB ROASTS

**79¢** lb.

PAN READY—BEST QUALITY

### RIB STEAKS

**89¢** lb.

TRIMMED—HIGH GRADE

### CHUCK STEAKS

**59¢** lb.

PAN READY—DELICIOUS

### CLUB STEAKS

**98¢** lb.

O-BONE CUT AND MEATY

### SWISS STEAKS

**69¢** lb.

### SHORT RIBS

**33¢** lb.

### BONELESS BEEF BRISKET

**79¢** lb.

### ENGLISH B-B-Q RIBS

**49¢** lb.

### PLATE BOILING BEEF

**29¢** lb.

### BONELESS STEWING BEEF

**79¢** lb.

### CENTER CUT SHANK MEAT

**49¢** lb.

## HORMEL'S MINNESOTA SLICED BACON

1-lb. pkg. **59¢**



FISHER'S BEEF SAUSAGE

1-lb. **39¢**

FISHER'S SLICED BEEF BACON

1-lb. **59¢**

CERTI-FRESH FLASH FROZEN

FRIED FISH STICKS

GORTON'S FLASH FROZEN

FRIED SCALLOPS

14-oz. pkg. **59¢**

7-oz. pkg. **49¢**

## PEPSODENT TOOTHPASTE

Regular 53c size

Sale Price

includes 10c off label

**38¢**

## CINNAMON ROLLS

Regular 6 for 36¢ **6 for 31¢**

Crispy Tender Crust

## FRENCH BREAD

Regular 39¢ a loaf **31¢** a loaf

Cocoanut Trimmed and Delicious

## GOLDEN WHOLE EGG CAKE

2 Layer — 7" Regular 98¢ ea **89¢** ea.

## ALL BEEF SALAMI

GRAND TASTE

**55¢** lb.

FREE SAMPLES

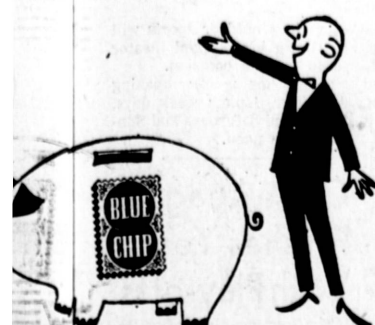


DEL AMO  
SHOPPING  
CENTER  
CORNER OF  
HAWTHORNE &  
SEPULVEDA

MAGIC  
CHEF



GS



## WHIP DRESSING

**19¢**



GARDEN FRESH TASTE

## HUNT'S TOMATO JUICE

Jumbo quart can **15¢**

and natural testing fruit. no. 2 1/2 can **29¢**  
our convenience — you'll love 'em. 2-oz. can  
**MUSHROOMS** 2 for **29¢**  
all your salads and dinners. tall can  
**PE OLIVES** 4 for **\$1**  
time best in quality and flavor. 24-oz. can  
**49¢**

CRISP AND TASTY  
**SNOWFLAKE CRACKERS**  
1-lb. box **29¢**

WHOLE, UNPEELED  
**HUNT'S APRICOTS**  
no 2 1/2 can **25¢**

## APPLES

**39¢**



BREAKFAST

**PRUNES**  
1 1/2-lb. Pkg. **39¢**